

Enhance the user experience on
finder.com.au

Angeline Heisel
Harness Projects – May to July 2018



The one who likes being organised

JOSH

Josh has been married for 5 years. When it comes to financial decisions, he usually does some research before consulting his wife for mutual agreement. The couple is hoping to start a family soon. They will need a bigger house, as well as new car and are looking to upgrade insurances for the whole family.

ATTITUDES

- + He is interested in finances and watch his closely. He is quite an organised person
- + He likes having the control on his research when making financial decisions and usually refuses to share personal details by fear to receive unwanted service (via calls, emails)

BEHAVIOURS

- + When it comes to making financial decisions, he usually spends a long time researching, scanning as many options as possible. He would research a first time, then go again another day to check again. He rarely buys right after comparing, and would rather take longer to think the options through
- + Uses comparison tools (Finder being one of them) occasionally. He seeks information about products and services anywhere he can

NEEDS

- + Accuracy tools to help him make the right decisions
- + Quick access to searches or products he likes to help him organise himself



The one who needs guidance

BEC

Bec has always lived in Sydney and has been renting since she left her parents' home. She is now looking to purchase her first home. She is aware buying a house involves financial decisions such as getting a home loan, insurances, gas/electricity and internet provider but is not sure of the whole process yet. Single, she is going to have to make those decisions on her own.

ATTITUDES

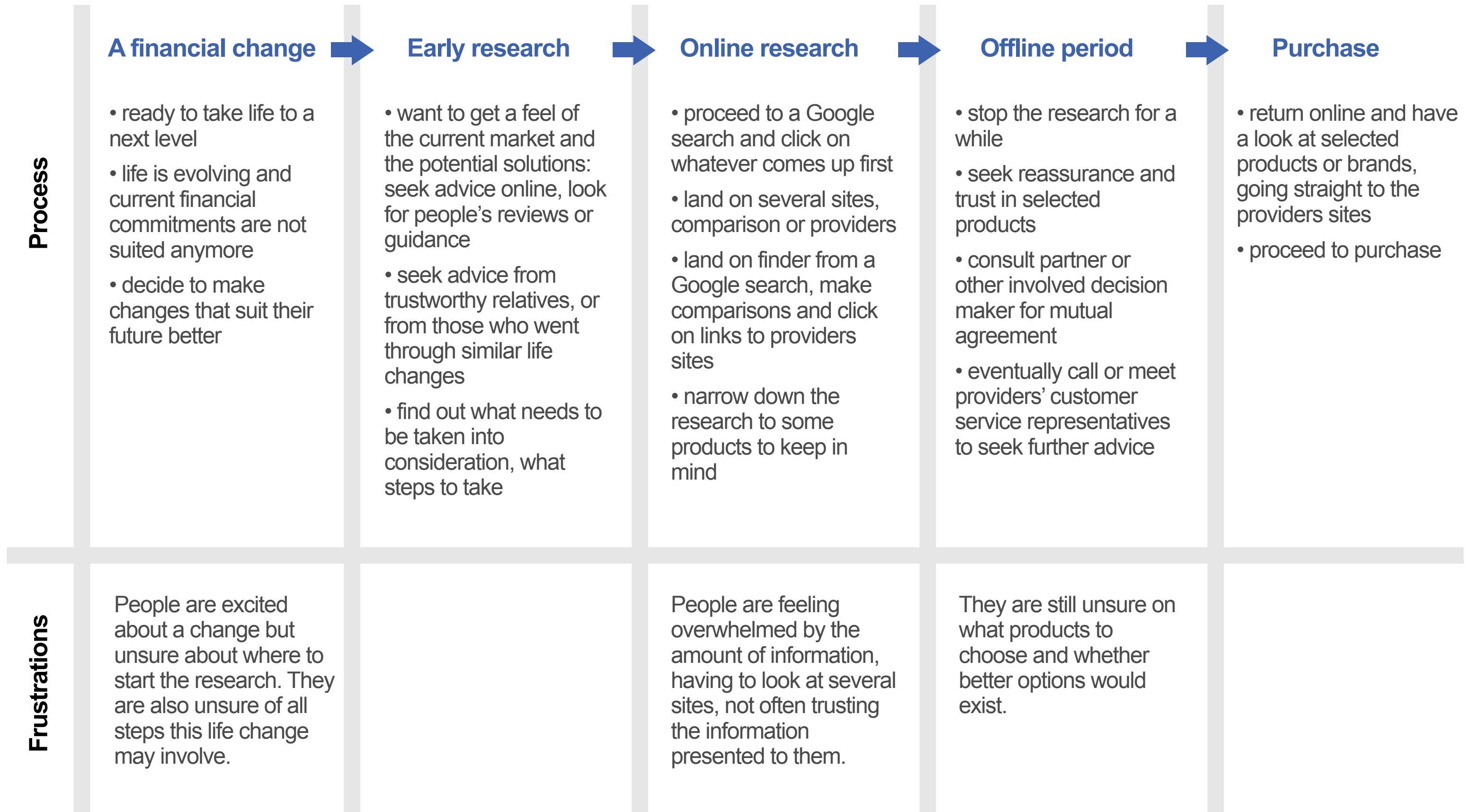
- + She finds dealing with finances annoying and does not really know much about it
- + She feels overwhelmed by the amount of choice online, making it harder for her to make the right decisions
- + Others' opinion matters to her, trusting people's experience better than anything else she reads online

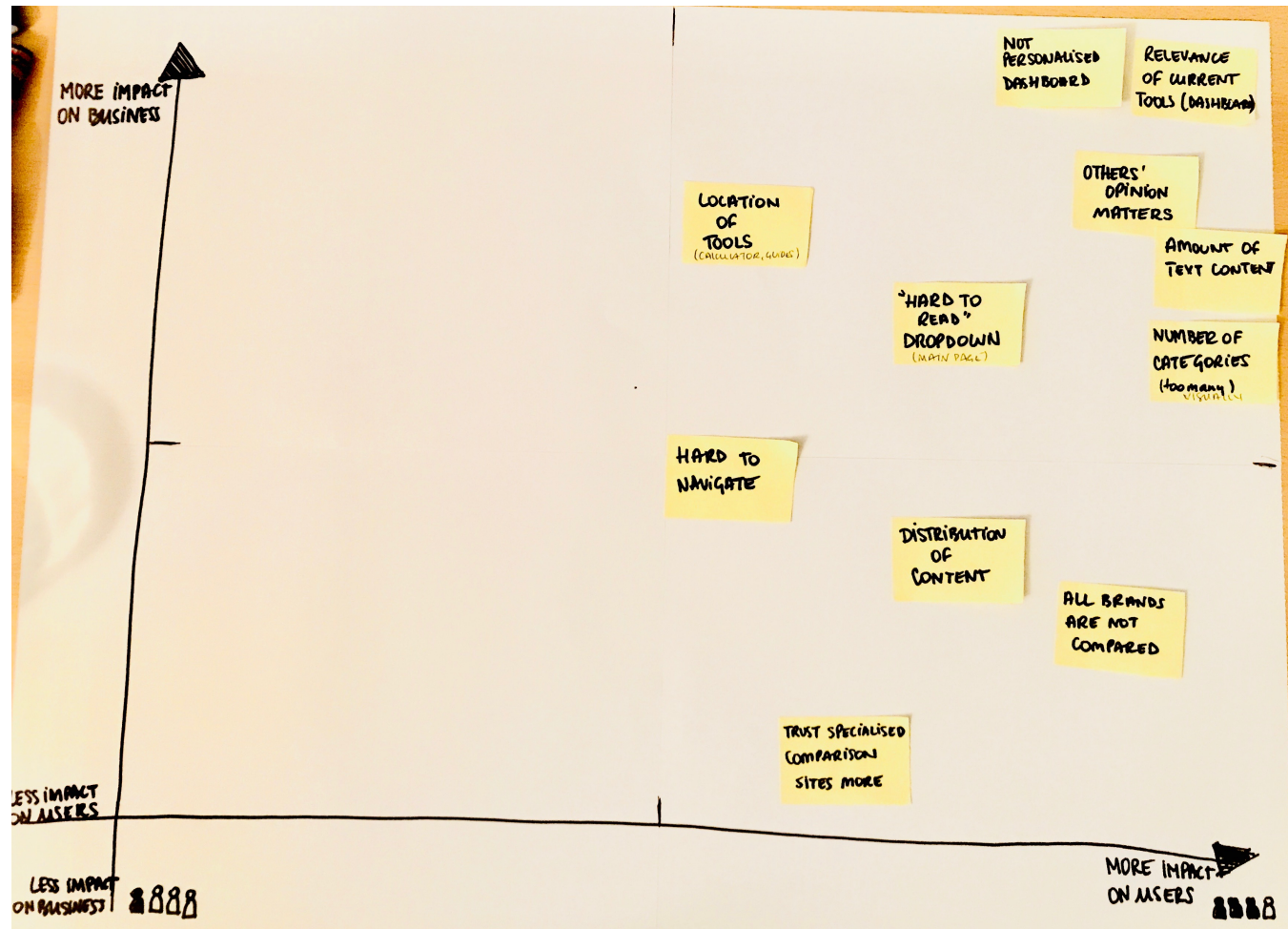
BEHAVIOURS

- + When making financial decisions, she sometimes seeks help from friends first, or just google what she wants and clicks on whatever comes up first
- + Mainly uses comparison sites when she goes on holidays, such as Trivago and TripAdvisor

NEEDS

- + An easy access to other people's thoughts
- + Help to guide her in her decisions
- + Information to be explained and displayed clearly





What to focus on

This matrix helped me evaluate what areas would have the most impact on Finder if they were changed, based on the points that have been the most commonly mentioned by the participants in the research.

Three specific areas would have a significant impact on the user experience and business if modified:

- personalisation of dashboard
- tools: purposes and location
- social validation

Finder is more than the comparison site

In the research, customers described some tools (such as guides, calculators) useful but hard to find. Finder is looking to incorporate life stages, and potentially add some tools to the current ones, used as trigger to make comparisons.

I wanted to let people know how they can the most of the website, by showing all the different ways Finder can help them when making financial changes.

Main changes made to the website

- Homepage

I wanted to let people know about all the ways Finder can help them dealing with finances as soon as possible, from the homepage. I wanted to explore how I could show them all these possibilities, in a clear and efficient way.

- Dashboard

This is about personalising the dashboard, according to the participants and personas needs. What could make people come back to the dashboard? What could help them organising themselves better?

- Comparison's results page

This is where social validation features would mainly appear. Others opinion matter to people when it comes to online purchasing and it was important to give access to reviews or ratings very easily.

Usability testing

A first round of testing on a paper prototype allowed me to understand two main common issues. Both participants had difficulties finding the saving feature within the dashboard, and also had difficulties using the options on the homepage.

After making modifications, I made a second prototype, on Sketch, and got to test it another couple of times, on different people. This version was much more effective, and helped me make final changes.

The solution

Here is the link to the wireframes and prototype. Annotations have been added to each page and can be found when clicking on them, individually.

<https://sketch.cloud/s/wAzaq>